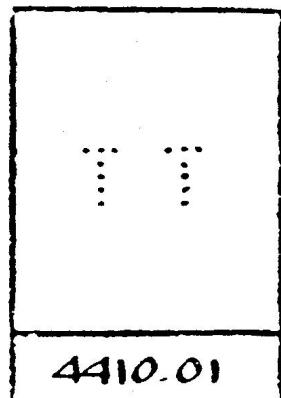


"THE TIMES" - NEWSPAPER

In November 1995, TERENCE BARNES sent me photocopies of some pages from a book entitled, "LONDON AS IT IS TODAY: WHERE TO GO, AND WHAT TO SEE, DURING THE GREAT EXHIBITION." The book is dated 1851 and the few pages I have seen are quite fascinating. Terence was linking the pages with possible perfin users and I find that with an odd Bulletin page to fill, I can use one example.



THE TIMES

"Printing House Square, Blackfriars - Est.1788. The Times has long enjoyed the proud distinction of being the leading journal in Europe, an appellation to which it is fully entitled, as well from the accuracy and copiousness of its information, as from the vigour and originality of its leading articles, and the unparalleled extent of its daily circulation, now verging on 40,000. From its commencement its course has been one of entire self-reliance and of thorough independence, and it may with truth be said to be the only paper which men of all parties, and of all classes, read and speak of, for although in turn abused by all, it is still read and feared by all.

This celebrated paper, which finds daily employment on the premises for nearly three hundred persons, was the first newspaper printed by steam. A machine has recently been erected, by a Mr Applegarth, which throws off 10,000 sheets an hour. A visit to this establishment will afford high gratification to the admirers of mechanical skill.

In order to give the reader some idea of the commercial magnitude of this establishment, we may state that the taxes paid annually by the proprietors of The Times, amount to rather more than £16,000 for the paper; £60,000 for the stamps; and £19,000 for advertisements; being a total of £95,000 a year; an enormous sum truly, and a highly interesting illustration of the extent to which successful enterprise is taxed, in a country professing to adopt the principles of Free Trade.

The charge for a column of advertisements is £18, and during railway mania in 1845, a newspaper and double supplement contained no less than 1,706 advertisements."

(You must admit we get educated in The Perfin Society!)